

A-List & Creativity Awards 2022

CREATIVITY AWARDS CATEGORY DESCRIPTIONS

The 2022 Creativity Awards categories include:

WORK

- Idea of the Year
- Experiential Campaign of the Year
- Content Campaign of the Year
- Best Work for Good: Pro Bono
- Best Work for Good: Brand
- Tech Innovation of the Year
- Creative Data Campaign of the Year^{NEW}
- Craft of the Year: Film/TV/Video
- Craft of the Year: Print/Design
- Craft of the Year: Digital/Social
- Tiny But Mighty
- Best B-to-B Campaign^{NEW}

PEOPLE

- Chief Creative Officer of the Year
- Creative Director of the Year
- Creative of the Year
- Social Lead/Community Manager of the Year^{NEW}
- Chief Strategy Officer of the Year
- Strategic Planner of the Year
- Media Planner of the Year
- Account Manager of the Year
- Diversity and Inclusion Champion of the Year

CREATIVE MARKETING

- Brand CMO of the Year
- Brand Manager of the Year
- Brand CCO of the Year^{NEW}
- Social Marketer of the Year^{NEW}
- Best Rebrand of the Year^{NEW}
- Best ROI: Work that Works
- Best Product Launch of the Year
- Best Brand Launch of the Year
- D-to-C Brand of the Year
- Founder of the Year

PRODUCTION

- Production Company of the Year & A-List (See A-List Awards)
- Agency Head of Production of the Year^{NEW}
- Agency Producer of the Year
- Director of the Year
- Director to Watch
- Editorial Company of the Year
- VFX Company of the Year
- Music & Sound Company of the Year

A-List & Creativity Awards 2022**CREATIVITY AWARDS: WORK CATEGORIES**

To be eligible for the Ad Age Creativity Awards, work must have debuted and run between Dec. 1, 2020 and Dec. 31, 2021.

Idea of the Year

This category represents the best of the best. It honors the year's most innovative advertising/marketing effort that was also impactful and effective. Note that this category is open to all formats. For example, an outstanding print or outdoor campaign that redefines the category, a product that creates a new revenue stream, a complex integrated push with a number of different moving parts could all be contenders. Work that debuted and ran anywhere in the world within this year's eligibility period is eligible.

Experiential Idea of the Year

What are brands doing out there, in the real world, to get consumers talking about them? This category celebrates advertising/marketing/communication that has demonstrated innovative ways of interacting with consumers in the real world—that allowed consumers to “live” the brand, not just read about it or see it. It's open to experiential efforts that debuted and ran anywhere in the world within this year's eligibility period.

Content Campaign of the Year

This category recognizes creative uses of storytelling on any number of platforms—such as long-form films, branded content, native advertising on publishing sites. Of course, great traditional ads can be considered “content,” but work that wins in this category represents the sort of storytelling you would not expect to find within a traditional ad buy. It is open to content marketing efforts that debuted and ran anywhere within this year's eligibility period.

Best Work For Good:**Pro Bono and Brand**

These categories recognize campaigns/work created with social good in mind. It celebrates marketing ideas/advertising/initiatives that have a positive impact on society—while also showing that being good is good for business. It is open to creative work with a humanitarian or sustainability bent that debuted and ran anywhere in the world within this year's eligibility period. Please submit Pro Bono work into the Pro Bono category and client-funded or brand-sponsored work in the Brand category.

Tech Innovation of the Year

Tech Innovation of the Year will honor the best campaign/idea that leveraged emerging technologies and/or any of the digital platforms (Facebook, Snapchat, Periscope, WeChat, Weibo, Twitter or others). The winner will not have just used tech for tech's sake but to communicate a marketer's message in a powerful, creative and effective way. The category is open to work/ideas that debuted and ran anywhere in the world within this year's eligibility period.

Creative Data Campaign of the Year

While data, for some, is seen as a creativity killer, the smartest advertisers and agencies know how to turn data into creative gold. This category will honor bright ideas that pair data and creative thinking to create powerful, innovative marketing pushes or even products that propel a brand's business.

Craft of the Year: Film/TV/Video, Print/Design and Digital/Social

Work honored will demonstrate the most exceptionally and artfully crafted advertising/marketing communication, tied to a powerful brand message.

The work should speak for itself, but a behind-the-scenes, explainer video and/or background detailing the efforts involved in making the beautiful, seamless work will be helpful in presenting your case. The category is open to work that debuted and ran anywhere in the world within this year's eligibility period. It is now split into three divisions, to separately honor work within the following areas: film/TV/video; print/design and digital social. Please make sure to enter work accordingly.

Tiny But Mighty

This category celebrates the best of tiny but mighty attention grabbers. Work submitted here should be nontraditional formats, such as six-second ads, GIFs or any small ad unit. The category is open to work that debuted and ran anywhere in the world within this year's eligibility period.

Best B-to-B Campaign

B-to-B doesn't have to mean “boring.” In this category, we will shine a light on the most innovative and creative advertising and marketing ideas tailored to speaking to other businesses, whether it be in concept, craft, strategy or ideally, all of the above. The work honored here should be on par with the best consumer-facing pushes.

A-List & Creativity Awards 2022

CREATIVITY AWARDS: PEOPLE CATEGORIES

To be eligible for the Ad Age Creativity Awards, work must have debuted and run between Dec. 1, 2020 and Dec. 31, 2021.

Chief Creative Officer of the Year

Chief Creative Officer of the Year is open to any individual top-level creative leader within an agency. Promising candidates will have demonstrated outstanding creative leadership in building and nurturing creativity across not just the creative department, but the entire agency. Entries should illustrate this through the work, achievements outside of work, testimonials, etc.

Creative Director of the Year

Creative Director of the Year is open to any level of creative director (creative director/associate creative director/executive creative director, etc.) in an agency. Contenders will have demonstrated standout creative leadership that has helped to nurture both a standout team and standout work. Entries should illustrate this through portfolios, descriptions of achievements outside of the work, testimonials from the team, etc. **NOTE:** Chief creative officers are not eligible and should enter the Chief Creative Officer of the Year category. Teams may enter, but each member should have had a hand in each campaign submitted as part of the entry.

Creative of the Year

Creative of the Year is open to copywriters, art directors, digital creatives and other creative individuals who have conceived groundbreaking ideas that moved the needle creatively and for business. Candidates will be evaluated through their work/accomplishments as well as testimonials. **NOTE:** This category excludes chief creative officers, creative directors, group creative directors, executive creative directors and associate creative directors; for those entrants, please see Chief Creative Officer of the Year and Creative

Director of the Year categories. Creative teams may enter, but each member should have had a hand in each campaign submitted as part of the entry.

Social Lead/ Community Manager of the Year

This category will honor a creative, strategist or exec on the agency or brand side who has demonstrated innovative, groundbreaking thinking in the social media space in the past year. Ideally, their work will have shown the industry new ways of helping agencies and brands deliver powerful marketing messages through long-standing or emerging social platforms. The best entries will highlight both creativity and effectiveness.

Chief Strategy Officer of the Year

This award will honor an agency's top-level strategy exec who most successfully amplified clients' business through innovative and effective strategic initiatives. The honoree will also have demonstrated top-notch leadership and team-building skills that have empowered his or her agency's entire team—not just those in the strategy department. Their work and ideas show the industry as a whole how smart, innovative insights and consumer-centric strategies can be key to propelling businesses forward.

Strategic Planner of the Year

Strategic Planner of the Year is open to strategy executives at advertising, media and PR agencies. Promising candidates will have demonstrated a talent of homing in on powerful insights and helping to turn them into groundbreaking ideas and work. Entries should include portfolios, reels, case studies, testimonials, etc. that illustrate how the planner's strategy and guidance made a direct impact on a specific campaign, brand or product launch. Specificity is key; the entries should show the jury precisely what impact entrants made on particular pieces of work or business.

Media Planner of the Year

Media Planner of the Year is open to media planners at advertising, media and PR agencies. Promising candidates have demonstrated a flair for bringing innovation to media planning. They've leveraged the vast media offerings in unexpected ways to successfully communicate a brand's message and deliver an engaging brand experience—in ways perhaps we've never seen before. Entries should be backed up with case studies, reel, testimonials, etc. that illustrate how the entrant's work made a direct impact on a specific campaign, brand or product launch. Specificity is key—the entries should show the jury exactly how the entrants had a significant impact on the work and business.

Account Manager of the Year

This category will honor an account-side team member who demonstrated exceptional prowess in protecting, selling and helping to shape standout creative ideas that ultimately had a huge impact for a client's business. Submissions should include background information, case studies, testimonials (from agency and client teams) that will prove that without this person's leadership, a great campaign (or more) would not have seen the light of day. Successful entries will help judges understand exactly how the nominated executives made a difference, above and beyond account execs who happened to work on accounts with great work. It's open to any account staffer within an agency.

Diversity and Inclusion Champion of the Year

This category will honor any individual, from brand or agency execs to creatives, who demonstrated exceptional creativity and impact in making the marketing and ad industries more inclusive. The honor will go to the entrant that has made true, meaningful improvement to diversity and inclusion in this business.

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CREATIVITY AWARDS: PEOPLE CATEGORIES

Creativity matters, but results are equally important. Contributions may have been a “small” idea or a major mandate to business partners, but ultimately, the work of the winner will have led to significant, real impact when it comes to furthering diversity in their business or the broader world.

A-List & Creativity Awards 2022

CREATIVITY AWARDS: CREATIVE MARKETING CATEGORIES

To be eligible for the Ad Age Creativity Awards, work must have debuted and run between Dec. 1, 2020 and Dec. 31, 2021.

Brand CMO of the Year

CMO of the Year will now be part of the Creativity Awards in the reconceived Creative Marketing category. Brand CMO of the Year is open to chief marketing officers and other top-of-the-marketing-function leaders whose titles might vary slightly, as brand marketers. Agency executives, including agency chief marketing officers, are not eligible for this category but can consider entering the Agency Executive the Year category of the Agency A-List. A successful Brand CMO of the Year entry will show not just competent leadership and good management but achievements of note in building, resuscitating or repositioning a brand. Promising candidates will have demonstrated ingenuity, innovation and creativity in their role, evident not just in the work they signed off on but in ideas that they themselves contributed.

Brand Manager of the Year

This category will honor marketing executives or creative executives on the client side who have demonstrated standout innovation in marketing/advertising. Entries should show this through the work the marketer delivered in 2021, as well as through other moves or accomplishments that reflected out-of-the-box thinking.

Important: Chief marketing officers and executives with similar titles who lead their entire companies' marketing operations are not eligible for this category and should enter the A-List's CMO of the Year category instead.

Brand CCO of the Year

Brands' in-house marketing and creative teams have proved they can create groundbreaking campaigns on par with those from top agencies. For some, that's thanks to their own creative leaders who

have helped shepherd innovative ideas and new ways of working. This category will honor brand chief creative officers who have led their teams in producing envy-inducing creative ideas that also moved business. Promising candidates will have demonstrated ingenuity, innovation and creativity in their roles as leaders, as well as in ideas that they themselves contributed.

Social Marketer of the Year

The world of social media can be a finicky place, and only a few brands know how to tread this space with authenticity and flair. This category honors the brands that do social best. The winning entries will highlight work illustrating the entrant's fluency and skill in social media, as well as the business results to back it up.

Best Rebrand of the Year

The best, most enduring brands know how to preserve the DNA that propelled them to success while modernizing it for new generations. This category will honor the companies that in the past year made their brands feel fresh again while honoring on their long-standing legacies. Submissions should include assets around the rebrand or new identity and should explain the thinking behind the new direction.

Best ROI: Work that Works

This category will honor innovative creative work or campaigns that demonstrated remarkable business results for a client. Entries should include the work itself as well as background information and publishable metrics detailing how that campaign's innovative work and approach propelled a client's sales or significant business success.

Best Product Launch of the Year

This category celebrates a consumer product that debuted in the past 12

months that has demonstrated great promise in the market, based on its unique offering, innovative marketing and successful business results so far. The entries should explain thoroughly what the product is about, its origins, why it represents a unique position in the market and any relevant stats proving how it's poised for success.

Best Brand Launch of the Year

This category celebrates a brand that debuted in the past 12 months that has demonstrated great promise in the market, based on its unique offering, innovative marketing and successful business results so far. The entries should explain thoroughly what the product or company is about, its origins, why it represents a unique position in the market and any relevant stats proving how it's poised for success.

D-to-C Brand of the Year

This category is open to innovative D-to-C brands that in the past year have demonstrated both remarkable business success and noteworthy and innovative approaches to capturing consumers' attention (and dollars). The entries will detail how the company's innovative D-to-C advertising/marketing and smart use of data in 2021 led to noteworthy business success.

Founder of the Year

This category will honor a company (non-agency) founder whose creative, game-changing thinking in building and steering their company (or companies) this year inspired the industry and other businesses to think bigger and more innovatively. Entries will be judged based on the leader's work and impact from 2021. For non-creative agency leaders, please submit to Ad Age's A-List Agency Executive of the Year award. For creative founders, please submit to the Creativity Awards Agency CCO category.

A-List & Creativity Awards 2022

CREATIVITY AWARDS: PRODUCTION CATEGORIES

To be eligible for the Ad Age Creativity Awards, work must have debuted and run between Dec. 1, 2020 and Dec. 31, 2021.

Production Company of the Year & A-List

This category is part of the A-List. Please see category description [here](#).

Agency Head of Production of the Year

This category will celebrate an agency head of production whose leadership and creativity have steered an agency in creating the year's most compelling, challenging marketing messages and ideas. A promising submission will illustrate how the exec has both inspired and grown their team and how their contributions impacted their agency's overall creative output this past year. Specific background information on what the nominee brought to the table will be key to helping the jury's evaluation.

Agency Producer of the Year

This category will celebrate producers on the agency side who were instrumental to realizing the year's best and most challenging marketing messages and ideas. The honor is open to producers of all levels, excluding heads of production, which will be honored in a separate, new category. A promising submission will illustrate the producer's contributions to notable campaigns and what they had to pull off to ensure their success. In the case of more senior executives, the entry should also illustrate the impact of the candidate's leadership on the agency's creative output this year. Specific background information on what the nominee brought to the table will be key to helping the jury's evaluation.

Director of the Year

This category celebrates the year's most masterful, innovative and groundbreaking directing talent. The winner's work demonstrates excellence of craft, uniqueness of vision and impact on advertising and marketing as well as the broader cultural world. The award is open to traditional film, digital, new media and experiential directors. A successful submission should include examples of work from 2021 and descriptions of the candidate's vision and contributions to the work's success.

Director to Watch

Director to Watch category celebrates the industry's most promising budding talent in the director's chair. The category is open to directors who have been working professionally in advertising for five years or fewer. As with the Director of the Year category, the winner's work should demonstrate excellence of craft and uniqueness of vision as well as potential for impact on advertising and marketing as well as the broader cultural world. The award is open to traditional film, digital, new media, and experiential directors. A successful submission should include examples of work from 2021 and descriptions of the candidate's vision and contributions to the work's success.

Editorial Company of the Year

This category honors the year's top editorial company, based on the quality, innovation, impact and breadth of its work from 2021. The honor is open to all editorial shops as well as postproduction shops that include editing in their offerings. Companies should submit a single entry comprising the best work of all its offices. Along with the work, entries should also include specifics on the entrant's contributions to each piece.

VFX Company of the Year

VFX Company of the Year celebrates the year's most accomplished visual effects company, based on the quality, craftsmanship and innovation of the work, breadth of artistry, and impact on the industry and broader filmmaking world. The honor is open to all VFX shops as well as postproduction shops that include VFX in their offerings. Companies should submit a single entry comprising the best work of all its offices. Along with the work, entries should also include specifics on the entrant's contributions to each piece.

Music and Sound Company of the Year

Music and Sound Company of the Year honors the company with the most innovative and impactful contributions to advertising in 2021 in the area of music and sound design. It is open to all music and sound companies as well as post production firms that include music/sound in their offerings. Companies should submit a single entry comprising the best work of all its offices. Along with the work, entries should also include specifics on the entrant's contributions to each piece.